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## Hong Kong

**Post:** Hong Kong

### Great Success for U.S. Exhibitors at Asian Seafood Exposition 2013

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

U.S. Exhibitors reported great success at Asian Seafood Exposition 2013. 13 U.S. exhibitors showcased 22 new products at this largest seafood trade show in Hong Kong. U.S. exhibitors reported on-site sales of US\$60,000 and US\$3 million in projected sales at the show.

Hong Kong is a lucrative market for U.S. exports of fish and seafood products. In 2012, Hong Kong imports of U.S. fish and seafood products were valued at over US\$214 million and that consolidated the U.S. position as the 4<sup>th</sup> largest fish and seafood supplier to Hong Kong. The fantastic result is due to ATO Hong Kong's continued promotional effort and great support from FAS, various partners in the U.S. including the State Regional Trading Groups, local importers and distributors. In addition to being a large market, Hong Kong is also a gateway for other markets in the region.

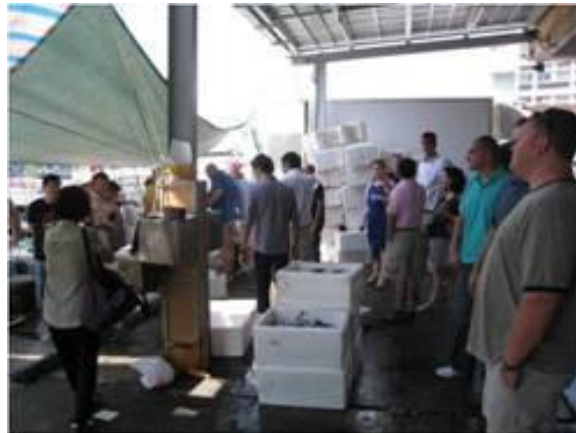
Asia Seafood Exposition (ASE) is the largest specialized trade show for fish and seafood products in Hong Kong and it has been proved to be an excellent platform for buyers in the region to source new products. The show attracted more than 170 exhibiting companies from over 27 countries/regions. A total of over 7,500 professional buyers from Hong Kong and the region visited the show. ATO Hong Kong actively took part in the show and organized activities including Market Tour, Market Briefing and Trade Reception to assist U.S. exhibitors achieve spectacular export successes.

U.S. exhibitors reported that excellent export opportunities resulted during the show, with on-site sales of US\$60,000 and projected sales in the next 12 months of US\$3 million.

#### **Photos on the show**



Market Briefing



Tour of Fish/Seafood Wholesale Market



Tour of Fish/Seafood Retail Market



Trade Reception



U.S. Exhibitor



U.S. Exhibitor



U.S. Exhibitor



U.S. Exhibitor